

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) A method for enticing users to access a web page, comprising:
uploading a first image in a story line to the web page; and
periodically uploading successive images, following the first image, to the web page
according to the story line.
2. (Original) The method of claim 1, further comprising:
generating a plurality of images that tell a story according to the story line, the images
including the first image and the successive images; and
storing the images on a server associated with the web page.
3. (Original) The method of claim 1, wherein the first image and the successive
images include animated images.
4. (Original) The method of claim 1, wherein each of the first image and the
successive images includes a series of animated images.
5. (Original) The method of claim 1, wherein the uploading includes:
presenting the first image for viewing over a network; and
wherein the periodically uploading includes:

presenting the successive images for viewing over the network.

6. (Original) The method of claim 5, wherein the presenting the first image includes:

displaying the first image on the web page; and

wherein the presenting the successive images includes:

displaying the successive images on the web page.

7. (Currently Amended) The method of claim 6, wherein the first image and the successive images are displayed near or with at least one of a company's logo [[and]] or an advertisement.

8. (Original) The method of claim 1, wherein the periodically uploading includes:
uploading the successive images after each predetermined period of time.

9. (Original) The method of claim 1, wherein the periodically uploading includes:
uploading the successive images after random periods of time.

10. (Original) The method of claim 1, wherein the first image and the successive images include video images.

11. (Original) A system for attracting users to a web page, comprising:

means for uploading a first image in a story line to the web page; and

means for periodically uploading successive images, following the first image, to the web page according to the story line.

12. (Original) A computer-readable medium that stores instructions executable by one or more processors to perform a method for attracting users to a web page, comprising:

instructions for uploading an initial object in a story line to the web page; and

instructions for periodically uploading successive objects, following the initial object, to the web page according to the story line.

13. (Currently Amended) The computer-readable medium of claim 12, wherein the initial and successive objects include at least one of animated images, video images, [[and]] or audio information.

14. (Original) A server, comprising:

a memory configured to store instructions; and

a processor configured to execute the instructions to:

upload an initial object in a story line to a site on a network, and

periodically upload successive objects, following the initial object, to the site according to the story line to entice users to return to the site.

15. (Original) A method for attracting users to a site on a network, comprising:

receiving a plurality of images that tell a story according to a story line; and
successively displaying the images on the site according to the story line.

16. (Original) The method of claim 15, wherein the successively displaying includes:
displaying a first one of the images on the site for a predetermined amount of
time, and
displaying next ones of the images on the site after each predetermined amount of
time.

17. (Original) The method of claim 15, wherein the successively displaying includes:
displaying a first one of the images on the site for a first amount of time, and
displaying next ones of the images on the site for random amounts of time after
the first amount of time.

18. (Original) A method for enticing users to access a web page, comprising:
modifying a standard company logo for a special event to create a special event logo;
associating one or more search terms with the special event logo;
uploading the special event logo to the web page;
receiving a user selection of the special event logo; and
providing search results relating to the special event in response to the user selection.

19. (Original) The method of claim 18, wherein the modifying a standard company

logo includes:

creating the special event logo by modifying the standard company logo with one or more animated images.

20. (Currently Amended) The method of claim 18, wherein the modifying a standard company logo includes:

creating the special event logo by modifying the standard company logo with at least one of video [[and]] or audio data.

21. (Original) The method of claim 18, wherein the special event includes a holiday.

22. (Original) The method of claim 18, wherein the associating one or more search terms includes:

identifying one or more search terms relating to the special event.

23. (Original) The method of claim 18, wherein the uploading the special event logo includes:

displaying the special event logo on the web page during the special event.

24. (Currently Amended) The method of claim 18, wherein the providing search results includes:

generating a search query using the one or more search terms,

using the search query to search at least one of a network, an index, or a directory,
and

obtaining search results based on the search.

25. (Original) The method of claim 18, wherein the modifying a standard company logo includes:

determining a home page for the web page on a network,
identifying the standard company logo on the home page, and
modifying the standard company logo with special event information to create the special event logo.

26. (Currently Amended) A computer-readable medium that stores instructions executable by one or more processors to perform a method for attracting users to a web page, comprising:

instructions for creating a special event logo by modifying a standard company logo;
instructions for associating at least one of a link or search results with the special event logo;
instructions for uploading the special event logo to the web page;
instructions for receiving a user selection of the special event logo; and
instructions for providing the link or search results associated with the special event logo.

27. (Original) A server connected to a network, comprising:

a memory configured to store instructions; and

a processor configured to execute the instructions to:

determine a home page for a web page on the network,

identify a standard company logo on the home page,

modify the standard company logo with special event information corresponding
to a special event to create a special event logo, and

replace the standard company logo with the special event logo during the special
event.